

University of Pretoria Yearbook 2021

Strategic tourism management B 810 (TBE 810)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	09
Programmes	MPhil Tourism Management (Coursework)
Prerequisites	No prerequisite.
Contact time	5 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module introduces tourism themes which cover some of the major sectors in the tourism industry such as transport (with particular emphasis on air transport), destination marketing, ecotourism, attractions and events (including sports tourism management). Selected themes will be debated to provide new insights, scientific reasoning and practical application. The aim is to formulate thoughts scientifically and logically, and to stimulate critical reading, thinking and writing.

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